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ABSTRACT

This report, the first in a series of four, describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public television, level of viewing, and reaction to programming and on-air fund raising. Specifically, this segment investigated the level of awareness of public television, the degree of viewing of public television, and demographics of subsegments of the population identified in terms of their degree of involvement with public television. Data were collected from telephone interviews with 1,083 randomly selected adults living in telephone-and-television households. Appendixes include a discussion of evaluation methodology, a copy of the questionnaire used in the investigation, and an analysis of conceptual and procedural aspects of alternative definitions of awareness and viewing of public television. (KS)

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PUBLIC TELEVISION SURVEY

FEBRUARY 1976

REPORT 1: AWARENESS AND VIEWING
REPORT 2: ON-AIR FUND-RAISING
REPORT 3: PROGRAMMING
REPORT 4: METHODOLOGY

CS 501 596

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SEPTEMBER 1976

FOREWORD

During February 1976, a national survey was conducted to investigate public television awareness and viewing, and reactions to on-air fund-raising and programming. A description of the conduct of that survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Awareness and Viewing
2. On-air Fund-Raising
3. Programming
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The survey was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to non-sampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC TELEVISION SURVEY

REPORT 1 - AWARENESS AND VIEWING

CONTENTS

	Page
Foreword	i
Introduction	1
Highlights of Findings	3
Detailed Findings	6
Availability and Reception of PTV	6
Rating of Reception	7
PTV Awareness	9
PTV Viewing	13
Reception, Awareness, and Viewing: An Overview	20
Appendices	
A: Methodology	22
B: Copy of Questionnaire	26
C: Definitions of Awareness and Viewing	33

PUBLIC TELEVISION SURVEY
FEBRUARY 1976
REPORT 1 - AWARENESS AND VIEWING

INTRODUCTION

This report is one of four describing a nationwide study of public television awareness and viewing, and reactions to on-air fund appeals and programming.

Purpose

The study was to investigate:

- the level of awareness of public television among the adult population of the United States as of early 1976;
- the level of viewing of public television;
- reactions to on-air fund-raising by public television stations;
- reactions to current programming on television in general and public television specifically;
- perception of gaps in programming that people want to have filled;
- demographics of subsegments of the population identified in terms of their degree of involvement with public television.

Not all of these purposes were assigned equal priority: prime emphasis was on awareness, viewing, and fund-raising rather than on programming. It was intended that the study provide benchmark data against which to track trends in PTV awareness and viewing, and in reactions to on-air pledge campaigns, over time. For that reason, the survey was conducted in February, prior to Festival '76, to obtain a reading independent of the special effects of the major promotional effort of the public television year.

Procedures

Interviews were conducted by telephone with 1083 adults, 18 years of age or older, randomly selected from among all adults living in telephone and television households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

Appendix A provides a brief discussion of sampling procedures, interviewer training and supervision, and variability of survey results. These issues are reviewed in more detail in the fourth report of this series, on Methodology.

Appendix B contains a copy of the questionnaire.

Appendix C is a discussion of conceptual and procedural aspects of alternative definitions of awareness and viewing of public television.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, people who are aware of their PTV channel unaided and those whose awareness is at a lower level or nonexistent, those who have seen on-air fund-raising appeals and those who have not, viewers who report donations to PTV and viewers who do not, people who have cable television and those who do not, etc. Some of the tabulations are reported in these volumes in some detail; others are touched upon; still others are not mentioned. All tabulations are available at the Corporation for Public Broadcasting.

HIGHLIGHTS OF FINDINGS

Following are some selected findings from this national survey on public television, conducted via telephone interviews in February 1976. These results are discussed in more detail and are documented in the "Findings" section of this report.

In terms of their exposure to public television, the adult population of telephone households in the continental United States may be classified into subgroups on several bases as follows:

Availability and Reception of PTV

- 77 percent report that they can receive a PTV signal. Among those who receive PTV, 75 percent rate their reception as excellent or good, compared with 92 percent of them who rate their reception of the CBS channel as excellent or good.

- The remaining 23 percent is composed as follows:

  -- 4 percent to whom PTV is totally unavailable because they do not reside in any market area (as defined in relation to commercial television) containing a PTV station. This figure is not intended to define the "factual" extent of unavailability of PTV; for example, a station's signal may be too weak to extend to the limits of the commercially-determined market area.

  -- 10 percent who have never heard of the channel.

  -- 9 percent who report inability to receive the channel on their television set.

Awareness of PTV

- 46 percent can name their PTV channel and provide an acceptable definition of public television.

- 35 percent can either name their PTV channel or define the meaning of public television, but not both.

- 19 percent exhibit only minimal awareness of their PTV channel and of the meaning of public television, or no awareness at all.

Viewing of PTV

- 60 percent report having viewed public television. This subgroup is composed as follows:

  -- 18 percent can identify a PTV program they viewed in the past week.

  -- 19 percent report they have viewed in the past week but cannot name any PTV program they watched within that period.

  -- 23 percent report they have viewed ever but not in the past week.

- 40 percent have never viewed PTV. This subgroup is composed as follows:

  -- 4 percent to whom PTV is unavailable.

  -- 10 percent who have never heard of the channel.

  -- 9 percent who report inability to receive.

  -- 17 percent who report they never view.

The majority of persons who are unaided aware of their PTV channel and of persons who ever view PTV may be described as:

- Under 45 years of age.
- Non-college educated.
- Living in white collar households.
- With annual household income under $15,000.
- Residing in a home which is owned rather than rented.
- Having fewer than four persons in the household.
- With no child under 12.
- White.
- Living in an A or B size county.
- With a VHF public television station available.

With a few exceptions, the same description applies to persons who are unaware of their PTV channel or merely recognize it aided, and to persons who never view public television.

However, the incidence of unaided awareness and of viewing varies markedly by demographic category, with, in general, higher levels of incidence among the socioeconomically upscale. The proportions aware unaided and ever viewing are higher among:

- The better educated.
- Households headed by a white collar worker.
- Higher income households.
- Those containing a child under 12.
- Residents of more populous counties.
- Persons living in the northeastern region of the country.
- Those to whom a VHF channel is available.

Incidence of awareness, but not to the same extent viewing, is higher among males than females and whites than others. Likelihood of awareness decreases with age. The pattern of viewing is less consistent; however, both awareness and viewing of public television are very low at age 60 and beyond.

DETAILED FINDINGS

Availability and Reception of PTV

Prior to the interview, for each household in the original sample, as many as three PTV channels were ascribed as available for reception in the local area. (See Appendix C for a description of the methodology and purpose of the predesignation of channels.) The types of public television reception distributed as follows:

Both VHF and UHF	- 46 percent
VHF only	- 14 percent
UHF only	- 34 percent
None	- 6 percent

For the 6 percent that were ascribed no channel, there appeared to be no potential PTV reception. However, a third of these report receiving PTV either by cable or through reception of a distant station outside the usual area of reception. Consequently, only 4 percent of the people in television households are found to have no PTV available in their area of residence.

These data on availability must be interpreted with caution; they do not necessarily identify those to whom PTV is "factually" available. The markets are defined in relation to commercial television, and some people designated to reside within a market area live on the fringes where a PTV signal, if weak, does not penetrate. For practical purposes, public television is not available to them.

Based on the interviews, about 77 percent of the adult population report that they can receive a PTV channel on their television set. The 23 percent who do not report reception include 4 percent for whom PTV is unavailable and an additional 10 percent who have never heard of the channel; therefore, about 9 percent of people have heard of PTV but report they cannot receive it.

Again, care in interpretation is important; some of those who are unaware of their PTV channel may in actuality have the capability of reception, and some who report inability to receive may be unfamiliar with tuning to UHF channels.

Reported reception of a PTV signal varies by county size, geographic region, and VHF availability as follows:

Population Subgroup	Percent Reporting PTV Reception	Base
A size county	89%	434
B size county	78%	296
C or D size county	63%	353
Northeast region	89%	268
Central	78%	415
South	66%	253
West	73%	147
VHF available	86%	655
UHF only	69%	365

Rating of Reception

Among people who report reception of PTV, 75 percent rate their reception of it as excellent or good. To serve as a standard for comparison, reception quality on the local CBS channel was also asked; 92 percent of these people rate reception on that commercial station as excellent or good.*

As is indicated in Chart 1, high ratings of the quality of PTV reception are associated with:

- Availability of a VHF channel.
- Residence in the northeastern region of the country.
- Residence in more populous counties.

These factors are probably closely interrelated, i.e., the population of people and television stations is much more dense in the northeast, and television signals from neighboring markets often overlap.

Among people who can receive PTV on their television sets, viewing correlates highly with reported quality of reception, as shown in Chart 1. One should be careful in attributing causal relationships. For example, it could be that people who particularly want to watch PTV make an extra effort to obtain good reception via a special antenna, or people accustomed to viewing PTV may perceive their reception to be better than it would be perceived by others less kindly disposed.

Respondents were also asked how reception affects their viewing. Among people who rate their PTV reception as excellent or good, 24 percent report that quality of reception affects their viewing a great deal or somewhat; the comparable proportion among those whose reception is rated as fair or poor is 59 percent. Of these people who state that their reception is fair or poor

*To increase comparability, "no answers" have been eliminated from the calculation base. This is typically done in this report where subgroups are compared.

Chart 1

Characteristics Associated with Quality of PTV Reception

Characteristic	Percentage Reporting Excellent or Good Reception		Base
VHF available		77%	557
UHF only available		71%	245
Northeast region		83%	235
Central		74%	314
West		72%	107
South		70%	164
A size county		81%	380
B		74%	225
C		69%	133
D		66%	82
Past-week viewers		85%	400
Ever (not past-week) viewers		73%	241
Nonviewers		57%	179

To be read: Of people to whom a VHF public television station is available, 77% report excellent or good PTV reception; of those to whom only UHF is available, 71% report excellent or good PTV reception; etc. The base reported for each subgroup eliminates those who gave "no answer" to reception quality.

and that this affects their viewing, 35 percent (of those who explain the effect) comment that they tend not to watch the station if the reception quality is unacceptable. However, it is important to note that this latter group is a subgroup of a relatively small portion of the potential audience; i.e., it is 3 percent of the total population.

PTV Awareness

Awareness of public television can be defined on at least two bases, one relating to ability to identify a particular channel as PTV (channel awareness) and the other, ability to explain the meaning of PTV (definitional awareness).

Channel Awareness. Among all adults in the United States, 60 percent are aware of the public television channel unaided; that is, they respond positively when asked if there is a public television or educational television station in their area and correctly identify the channel number. An additional 26 percent indicate recognition of the channel; that is, they respond positively when asked if they have heard of Channel X. If one is willing to accept this aided recognition as a level of awareness, a total of 86 percent of adults may be considered to be PTV channel-aware. (It should be noted that, among the 14 percent who are totally unaware of the channel, 4 percent apparently have no PTV channel available to them.)

Definitional Awareness. People were asked, "What do the words public television or educational television mean to you?" This was followed by a probe: "How does public television differ from commercial television?"

The insertion of the words "educational television" into this question was the result of a pretest of the questionnaire. In some areas, the PTV station has been traditionally an educational station in purpose and/or sponsorship, and the transition to "public" television has not yet occurred. People therefore did not grasp what was meant by the question when only PTV was referenced. By inclusion of "educational television" in the final questionnaire, however, a clue was provided as to how one might respond. Hence, the 46 percent of people who gave the most common response to this question, referencing PTV's educational or cultural nature, may include some who were simply parrotting the question.

Chart 2 indicates the types of definitions given; multiple responses were possible. Those who cited one or more of the specific definitional elements noted in the chart are considered "definitionally aware"; they constitute 68 percent of people. An additional 12 percent exhibit "possible definitional awareness" by citing a more generalized definitional element. Finally, 21 percent are definitionally unaware, giving only indeterminate or "unrelated" (one might say "incorrect") definitions, or simply not responding.

Chart 2

The Meaning of "Public Television" or "Educational Television"

Definition	Percentage of Population	Percentage of PTV Viewer Subgroups		
Specific definition		Never	Ever	Past Week
Educational/cultural	46%	41%	52%	47%
No commercials	38	21	49	48
High quality programming	11	2	15	19
Specific program/program type named	10	7	14	12
Funding source cited	5	3	7	5
Possible definition				
Good programming/varied	21	11	23	31
For children	16	19	16	13
ETV defined, distinct from PTV	3	3	2	4
Generic program type (e.g., news)	2	2	*	2
No definition				
Indeterminate	5	5	5	5
Unrelated	3	4	1	3
No answer	15	28	7	5
Base:	(1083)	(434)	(247)	(402)

* Less than ½ of 1 percent

To be read: Of the total population, 46% define PTV as educational or cultural; of never viewers, 41% define PTV as educational or cultural; etc. Multiple responses were permitted.

Combined Definition of Awareness. If channel awareness and definitional awareness are combined into a third definition of awareness, the resulting levels of awareness of the adult population may be defined as follows:

Level of Awareness	Definition	Percent of Population
Complete	Unaided channel awareness and specific definitional awareness	46%
Definitional	Channel unawareness or recognition only and specific definitional awareness	21%
Channel	Unaided channel awareness and definitional unawareness or possible awareness only	14%
Possible	Channel unawareness or recognition only and possible definitional awareness	5%
Unaware	Channel unawareness or recognition only and definitional unawareness	14%

The study indicates, then, that about 46 percent of people know their local PTV channel and what it represents, 35 percent are either aware of the channel or of the meaning of PTV but not both, and 19 percent exhibit only minimal awareness or none at all.

Factors Associated with Awareness. Table 1 provides demographic profiles of people who are able to report, unaided, the number of their PTV channel and of those who cannot.

Those who are unaided aware of the PTV channel are about equally divided between men and women. Demographics reported by the majority of them include:

- Age under 45 years.
- Completion of high school education or less.
- Chief wage earner's occupation white collar.
- Household income below $15,000 per year.
- Home ownership.
- Fewer than 4 persons in the household.
- No child under 12 in the household.
- White race.

Table 1

Demographic Characteristics by Level of Awareness of the PTV Channel

Characteristic	Unaided Aware (N=650*)	Aided Aware or Unaware (N=433*)
Sex		
Male	50%	41%
Female	50	59
Age		
18-21	8%	7%
22-29	22	13
30-44	31	25
45-59	26	23
60 or over	13	32
Education		
Some H.S. or less	16%	35%
H.S. graduate	37	40
Some college	24	15
College grad.+	23	10
Occupation of chief wage earner		
White collar	53%	38%
Blue collar	32	30
Retired/not employed	16	32
Household income		
Under $10,000	26%	48%
$10,000 - $14,999	26	21
$15,000 - $19,999	26	14
$20,000 or more	23	17
Number of automobiles		
None	8%	16%
1	38	40
2	40	34
3 or more	13	9
Home ownership		
Own	70%	73%
Rent	30	27

Characteristic	Unaided Aware (N=650*)	Aided Aware or Unaware (N=433*)
No. of persons in HH		
1	10%	18%
2	28	33
3	23	17
4	20	13
5 or more	20	19
Presence of child under 12 in HH		
Child	42%	27%
No child	58	73
Race/ethnicity		
White	90%	85%
Black	7	11
Spanish/other	3	4
County Size		
A	47%	30%
B	28	26
C	16	24
D	10	20
Region		
Northeast	29%	19%
Central	40	36
South	19	30
West	13	15
Cable TV in home		
Cable	19%	18%
No cable	81	82
PTV channel type available in market		
VHF only	18%**	12%
Both VHF and UHF	51	40
UHF only	31	37
None	-	10

*Minus "no answers." Percentages may not add to 100 due to rounding.
**Includes 3 percent who do not live in a market predesignated as a PTV market, but who report reception of a VHF channel.

To be read: Of those who are aware of their PTV channel unaided, 50% are male and 50% female; of those who stated that they had heard of their PTV channel when it was named or who were unaware of the channel, 41% are male and 59% female; etc.

Moreover, most reside in the more populous A and B size counties and have a VHF channel available to them.

A majority of those who merely recognize the channel number or are completely unaware of a PTV channel are women, under 60 years of age, in households that are not white collar. Otherwise, the demographics of the majority can be reported by the same listing as shown above for the unaided aware. Nonetheless, a comparison of the two demographic profiles in Table 1 shows marked differences between those who are or are not aware unaided. For example, while the average person in both subgroups has not attended college, the educational level of the unaided aware is considerably higher.

Differences in penetration of PTV awareness within demographic subgroups are shown in Chart 3. The level of unaided awareness is higher among:

- Males.
- Younger people.
- The better educated,
- White collar households.
- Higher income groups.
- Larger size households.
- Households containing a child under 12.
- Whites.
- Residents of A and B size counties.
- Residents of the Northeast.
- Persons to whom a VHF channel is available.

PTV Viewing

Viewing, like awareness, exists on several levels. There are people who report that they never view, that they have viewed at some time, view in a "typical" week, or viewed last week. The latter group further splits between those who can report what they viewed last week and those who cannot name a program.

Reports of television viewing in general suffer from effects of response errors, such as failures of recall. Measures of PTV viewing may be particularly affected by the presence of a prestige factor which will tend to inflate reported viewing. To counteract this tendency, viewing questions were asked in a sequence from ever, to typical week, to last week. The pur-

Chart 3

Penetration of Unaided Awareness of the PTV Channel in Selected Demographic Groups

Demographic Group	Percentage Aware Unaided	Base
Male	64%	501
Female	56%	582
18-29	69%	282
30-44	65%	304
45-59	63%	263
60 or over	37%	214
Some H.S. or less	41%	250
H.S. graduate	59%	403
Some college	70%	213
College grad+	78%	189
Occupation of chief wage earner:		
White collar	68%	483
Blue collar	62%	320
Retired/not employed	43%	226
Under $15,000 HH income	56%	497
$15,000+ HH income	73%	362
1 or 2 person HH	52%	468
3+ person HH	66%	612
Child under 12 in HH	70%	386
No child under 12	55%	694
White	62%	922
Black or other	49%	124
A or B size county	66%	730
C or D size county	47%	353
Northeast region	70%	268
Central	62%	415
South	48%	253
West	56%	147
VHF available	65%	655
UHF only	56%	365

To be read: 64% of males and 56% of females are aware of their PTV channel unaided; etc.

pose was to provide an opportunity for people to report what they think they should or would like to be viewing in the typical-week questions and to respond with greater objectivity about past-week viewing. This issue is discussed in detail in Appendix C, but among people who reported ever watching PTV, only 7 percent stated that they do not watch in a typical week, whereas 38 percent reported not watching last week.

About 60 percent of the adult population of the United States reported having ever viewed the local PTV channel; 37 percent of the population reported past-week viewing. Of those who viewed last week, 48 percent were able to name an identifiable PTV program which they had watched in that week.

Factors Associated With Viewing. Table 2 provides demographic profiles of past-week viewers, ever (but not past-week) viewers, and nonviewers of public television. The majority of viewers may be described as follows:

- Female.
- Under 45 years of age.
- High school graduate or less.
- White collar household.
- Household income under $15,000.
- Home owner.
- Under 4-member household.
- No child under 12 present in the household.
- White.
- A or B size county.
- VHF channel available.

The same description could be applied to the majority of nonviewers, aside from the white collar occupation and the availability of a VHF channel. Nonetheless, as in the case of awareness and unawareness, there are real differences in the profiles of viewers and nonviewers.

Table 2

Demographic Characteristics of Viewers and Nonviewers of PTV

Characteristic	Past-Week Viewers (N=402*)	Ever Viewers (N=247*)	Nonviewers (N=434*)
Sex			
Male	48%	47%	45%
Female	53	53	55
Age			
18-21	8%	7%	8%
22-29	21	20	16
30-44	29	26	29
45-59	25	29	22
60 or over	16	18	25
Education			
Some H.S. or less	17%	17%	34%
H.S. graduate	38	37	39
Some college	20	26	17
College grad +	25	20	10
Occupation of chief wage earner			
White collar	53%	50%	40%
Blue collar	31	26	34
Retired/not emp.	17	24	26
Household income			
Under $10,000	27%	34%	41%
$10,000 - $14,999	25	21	24
$15,000 - $19,999	22	20	21
$20,000 or more	25	24	14
Number of autos			
None	9%	12%	13%
1	41	42	36
2	39	35	39
3 or more	12	12	11
Home ownership			
Own	70%	67%	74%
Rent	30	33	26

Characteristic	Past-Week Viewers (N=402*)	Ever Viewers (N=247*)	Nonviewers (N=434*)
No. of persons in HH			
1	13%	12%	14%
2	27	33	31
3	22	20	19
4	19	17	15
5 or more	19	17	21
Presence of child under 12 in HH			
Child	42%	34%	31%
No child	58	66	69
Race/ethnicity			
White	88%	90%	88%
Black	10	8	8
Spanish/other	2	3	5
County size			
A	48%	47%	29%
B	28	26	27
C	15	17	24
D	9	10	20
Region			
Northeast	33%	29%	15%
Central	39%	32	41
South	18	22	29
West	10	17	15
Cable TV in home			
Cable	19%	21%	16%
No cable	81	79	84
PTV channel type available in mkt			
VHF only**	17%	19%	13%
Both VHF & UHF	57	49	36
UHF only	27	33	41
None	-	-	10

*Minus "no answers." Percentages may not add to 100 due to rounding.
**Includes 3 percent of past-week viewers, 1 percent of ever viewers, 1 percent of nonviewers who do not live in a market predesignated as a PTV market, but who report reception of a VHF channel.

To be read: Of those who reported viewing PTV in the past week, 48% are male and 53% female; of those who reported viewing ever but not last week, 47% are male and 53% female; of those who never view, 45% are male and 55% female; etc.

Chart 4 depicts the level of viewing within demographic subgroups of the population. The incidence of viewing is higher for those persons who:

- Are under 60 years of age.
- Are better educated.
- Belong to a white collar household.
- Have higher income.
- Include a child under 12 within the household.
- Reside in an A or B size county.
- Reside in the northeastern region of the United States.
- Have a VHF channel available.

Naming of a PTV Program. Many studies of the public television medium have defined viewers as those who watched PTV in the past week and can name a program watched. Problems raised by this definition, particularly in a national study, are discussed in Appendix C. There will be interest, nevertheless, in comparing persons who reported past week viewing without program confirmation with those who did name a program viewed. Their demographic profiles are shown in Table 3.

Care should be exercised in drawing conclusions from the table; given the sample sizes, the differences in percentages must be fairly large -- 6 percentage points for proportions around 10 percent, 10 percentage points for proportions around 45 percent -- to provide a high degree of probability that the differences are "real" rather than a result of sampling variation. The data suggest, however, that persons who were able to name a PTV program viewed were more likely to be better educated, to reside in the largest size counties and in the northeastern region of the United States.

Like ever viewers, the majority of past-week viewers who named a PTV program may be described as under 45 years of age, from white collar households, home owners, having fewer than 4 persons in the household, with no child under 12, white, and with a VHF channel available. However, the characterization differs in several respects:

- The majority of ever viewers are female; past-week viewers who named a program are almost equally divided between the sexes.

Chart 4

Incidence of Viewing PTV in Selected Demographic Groups

Demographic Group	Percentage Ever Viewing	Base
Male	61%	501
Female	59%	582
18-29	64%	282
30-44	59%	304
45-59	65%	263
60 or over	50%	214
Some H.S. or less	44%	250
H.S. graduate	60%	403
Some college	66%	213
College grad+	77%	189
Occupation of chief wage earner:		
White collar	65%	483
Blue collar	56%	320
Retired/not employed	53%	226
Under $15,000 HH income	57%	497
$15,000+ HH income	68%	362
1 or 2 person HH	58%	468
3+ person HH	61%	612
Child under 12 in HH	65%	386
No child under 12	57%	694
White	60%	922
Black or other	58%	124
A or B size county	67%	730
C or D size county	46%	353
Northeast region	76%	268
Central	57%	415
South	51%	253
West	56%	147
VHF available	68%	655
UHF only	52%	365

To be read: 61% of males and 59% of females ever view their PTV channel; etc.

Table 3

Demographic Characteristics of Past-Week Viewers Who Did or Did Not Name a PTV Program Viewed

Characteristic	Named Program (N = 191*)	Did Not Name Program (N = 211*)
Sex		
Male	51%	44%
Female	49	56
Age		
18-21	9%	8%
22-29	26	17
30-44	29	30
45-59	21	30
60 or over	16	15
Education		
Some H.S. or less	12%	23%
H.S. graduate	34	42
Some college	23	17
College grad.+	31	19
Occupation of chief wage earner		
White collar	57%	48%
Blue collar	29	33
Retired/not employed	14	20
Household income		
Under $10,000	25%	29%
$10,000 - $14,999	24	26
$15,000 - $19,999	26	19
$20,000 or more	24	26
Number of automobiles		
None	10%	7%
1	39	42
2	43	35
3 or more	9	16
Home ownership		
Own	68%	71%
Rent	32	29

Characteristic	Named Program (N = 191*)	Did Not Name Program (N = 211*)
No. of persons in HH		
1	11%	16%
2	30	23
3	21	23
4	22	17
5 or more	17	21
Presence of child under 12 in HH		
Child	46%	38%
No child	54	62
Race/ethnicity		
White	89%	86%
Black	9	11
Spanish/other	2	2
County Size		
A	56%	41%
B	24	32
C	15	14
D	5	13
Region		
Northeast	37%	29%
Central	34	44
South	16	20
West	13	7
Cable TV in home		
Cable	18%	20%
No cable	82	80
PTV channel type available in market		
VHF only**	15%	18%
Both VHF and UHF	62	52
UHF only	23	30

*Minus "no answers." Percentages may not add to 100 due to rounding.
**Includes 1 percent of namers and 4 percent of non-namers who do not live in a market predesignated as a PTV market, but who report reception of a VHF channel.

To be read: Of those who named a program viewed, 51% are male and 49% female; of those who did not name a program, 44% are male and 56% female; etc.

- The education level of the majority of those who named a program must be raised from "high school graduate or less" to "some college or less."

- Household income level of the majority moves from under $15,000 to under $20,000.

- The majority of program citers reside in A size counties rather than A and B size counties.

Differences between past-week viewers who did and did not name a program are particularly pronounced in terms of their relationship to public television. Those who named a program are more likely to:

- Be unaided aware of their PTV channel (91 percent of namers versus 78 percent of nonnamers).

- Define PTV specifically (88 percent versus 64 percent).

- Have seen an on-air fund appeal for PTV (81 percent versus 53 percent).

- Have donated to PTV (42 percent versus 30 percent).

Reception, Awareness, and Viewing: An Overview

Extracting the key statistics reported heretofore, the extent of awareness and viewing of public television in the United States may be summarized as follows:

Of the adult telephone/television population,

86% are aware of their PTV channel, at least at the recognition level — 14% are not aware or have no PTV channel available

↓

Of the channel-aware,

90% report PTV reception — 10% do not report reception

↓

Of the PTV receivers,

78% report ever viewing — 22% do not report ever viewing

↓

Of the ever viewers,

62% report viewing in the past week — 38% do not report past-week viewing

↓

Of the past-week viewers,

48% name an identifable PTV program viewed — 52% do not name a PTV program

A chart in Appendix C applies these data to the total population base, showing the segmentation of the population in terms of relationship to public television.

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study of public television awareness, fund-raising, and programming apply to adults, 18 years of age or older, residing in telephone and television households in the continental United States.

Because of the importance of telephone households not listed in current telephone directories, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing.

At least three attempts were made, in various time periods, to reach each telephone number in the predesignated sample. When a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews. Of the predesignated sample, 49 percent were found to be household residences. Among household residences where contact was made, interviews were completed in 75 percent.

Interview Procedures

Interviewing was conducted during February 1976 from the Westfield, New Jersey, and Crystal Lake, Illinois, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews. Interviewers were monitored by supervisory personnel via special equipment which is used solely for training and supervisory purposes.

Variability of Results

All survey results are subject to variations or uncertainties that are a function of (1) the fact that a particular sample was selected and (2) the methods and procedures adopted for the survey and the manner in which they were carried out.

Sampling error, one of the two major sources of variability, is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

In a survey based on a probability sample, such as was used in this study, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Table A-1 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. If all adults residing in telephone/television households in the continental United States were asked precisely the same question in precisely the same manner as was the sample, the probability is 95 percent that the proportion giving a particular response would equal the sample proportion plus or minus two standard errors.

Nonsampling error cannot be measured as precisely, but can only be estimated through methodological research studies or on the basis of judgment. Sources of nonsampling error include exclusion of nontelephone households from the sampling frame, failure to obtain response from all predesignated sample members, possible response error on the part of respondents, interviewer variability, coding and processing errors.

These possible sources of error and efforts to minimize them, as well as other methodological aspects of this study, are discussed in more detail in the fourth report of this series.

TABLE A-1

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

29

TABLE A-1
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

APPENDIX B

COPY OF QUESTIONNAIRE

#9632: PUBLIC TELEVISION AWARENESS STUDY: JANUARY-FEBRUARY 1976

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION VIEWING. BUT FIRST LET ME VERIFY, IS THIS AREA CODE ____ AND THE NUMBER ___ _____ IN *STATE*?

YES - *ASK Q.II* NO - *VERIFY NUMBER REACHED, TERMINATE, CIRCLE "WN" AS RESULT AND REDIAL CORRECT NUMBER.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

ONE OR MORE - *CONTINUE WITH Q.III.* NONE - *TERMINATE AND RECORD RESULT AS "SOTV"*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?.....DOES THAT INCLUDE YOURSELF? *CIRCLE NUMBER ON CRR CARD, IN SECTION BELOW ATTEMPT #6 LINE.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *RECORD M's ON CRR CARD, BELOW ATTEMPT #6. IF MALE CARD, CIRCLE NUMBER IN RESPONDENT SELECTOR SECTION TO CORRESPOND WITH NUMBER OF MALES.*

V. THEN THERE IS (ARE) _____ FEMALE(S) AGE 18 OR OVER? *RECORD F's ON CRR CARD, BELOW ATTEMPT #6. IF FEMALE CARD, CIRCLE NUMBER IN RESPONDENT SELECTOR SECTION TO CORRESPOND WITH NUMBER OF FEMALES.*

CHECK RANDOM NUMBER ABOVE CIRCLED NUMBER IN RESPONDENT SELECTOR SECTION TO DETERMINE PERSON TO BE INTERVIEWED.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____. *IF PERSON ON TELEPHONE, GO TO Q.1 ON QUESTIONNAIRE. OTHERWISE CONTINUE WITH....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER).

YES - *REINTRODUCE PURPOSE OF CALL AND GO TO Q.1 ON QUESTIONNAIRE.*
NO - *ARRANGE CALLBACK VIA Q.VIA.*

VIA. Female: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

Male: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION VIEWING.

PROJECT #9632: PUBLIC TELEVISION AWARENESS STUDY: FEBRUARY 1970

SERIAL #	ATT'S	INT #	NO. IN HH	28. PTV: VHF....1 UHF....2 None...3
__ __ __ __	__	__ __ __	__	

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *PROBE UNTIL "NO OTHERS." IF NONE ABOVE CH. 13 ASK:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83, -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

TAKE NOTE OF ANY PTV CHANNELS APPEARING ON CRR CARD.

Y....1
N....2

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

Y....1
N....2
DK....9

YES ☐ ↓

NO.... ☐
DK.... ☐ → ↓

2A. WHAT CHANNEL IS THAT?

DON'T KNOW..... ☐
ONLY CH'S NOT ON CARD.. ☐ → *ASK Q2C*
1+ CHANNELS ON CARD.... ☐

RECORD ALL CHANNELS MENTIONED BELOW

2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) __, HAVE YOU EVER HEARD OF CHANNEL(S) ____?

YES..... ☐ *ASK 2C*

NO/DK..... ☐ *SKIP TO Q7**

**Except if 1 or 2 channels in 2A not listed on CRR card.--See posted script*

Q2A CHANNELS UNAIDED		Q2B CHANNELS AIDED	Q2C CHANNELS RECEIVED YES	NO	DK	Q2D RECEPTION QUALITY EX	GOOD	FAIR	POOR	DK
__ __		__ __	1	2	9	1	2	3	4	9
__ __		__ __	1	2	9	1	2	3	4	9
__ __		__ __	1	2	9	1	2	3	4	9
__ __		__ __	1	2	9	1	2	3	4	9
__ __		__ __	1	2	9	1	2	3	4	9
__ __		__ __	1	2	9	1	2	3	4	9
		**DO NOT USE LINE IF CH # APPEARS IN Q2A*	*IF NONE RECEIVED, SKIP TO Q7*			Q2E CBS 1	2	3	4	9
YES...1 PART..2 NO....3 → MUST BE YES ON 2B		YES....1 NO.....2 NO PTV.3 UNCER..4	1	2	9	1	2	3	4	9

REPEAT Q2C FOR APPROPRIATE CHANNELS IN 2A/2B; IF MENTIONED IN Q1 USE BRACKETED PORTION FOR Q2C.

2C. CAN YOU RECEIVE (YOU SAID YOU RECEIVED) CHANNEL ____ ON YOUR TELEVISION SET?

REPEAT Q2D FOR ALL CHANNELS RECEIVED.

2D. WOULD YOU CONSIDER YOUR RECEPTION ON CHANNEL ____ EXCELLENT, GOOD, FAIR, OR POOR?

2E. WHAT ABOUT YOUR CBS CHANNEL - WOULD YOU CONSIDER YOUR RECEPTION ON CBS EXCELLENT, GOOD, FAIR, OR POOR?

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ____, THE PUBLIC TELEVISION STATION? YES...1 *ASK 3A* NO...2 DK...3 } *ASK 3A, 3B IF NECESSARY, THEN SKIP TO Q.7*

29.

3A. HOW MUCH DOES THE QUALITY OF YOUR RECEPTION OF CHANNEL ____ AFFECT THE AMOUNT OF YOUR VIEWING OF THE CHANNEL -- WOULD YOU SAY IT AFFECTS IT

A GREAT DEAL.....1 } *ASK Q.3B*
SOMEWHAT.....2 }
OR NOT AT ALL.....3 } *SKIP TO Q.4*
DK.....9 }

3B. IN WHAT WAY DOES IT AFFECT THE AMOUNT OF YOUR VIEWING?

_____ --
_____ --

4. THINKING ABOUT A TYPICAL SEVEN DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION...WOULD YOU SAY THAT IN A TYPICAL WEEK YOU....*(BRACKETED PORTION)*

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION, WOULD YOU SAY THAT YOU....

	Q4	Q5	
(DON'T) DIDN'T WATCH AT ALL	1	1	- *SKIP TO Q7*
YOU (WATCH)ED LESS THAN AN HOUR (PER WEEK)	2	2	} - *ASK Q6*
ABOUT AN HOUR (PER WEEK)	3	3	
2 OR 3 HOURS (PER WEEK)	4	4	
OR MORE THAN 3 HOURS (PER WEEK)	5	5	
DON'T KNOW	6	6	

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK? ... WHAT OTHER PUBLIC TELEVISION PROGRAMS DID YOU WATCH LAST WEEK?...WHAT OTHERS? *PROBE UNTIL "NO OTHERS"*

		PTV PROG. YES 1 NO 2

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME? YES...1 *ASK Q8* NO...2 DK...3 } *SKIP TO Q10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ____? YES...1 *ASK Q9* NO.....2 CANNOT REC.3 DK.....9 } *SKIP TO Q10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL___?...WHAT OTHERS? *PROBE UNTIL "NO OTHERS."*

			PTV YES 1 NO 2

10. NOW I'M GOING TO ASK YOU A FEW QUESTIONS ABOUT PUBLIC TELEVISION IN GENERAL. THERE ARE NO RIGHT OR WRONG ANSWERS; WE ARE JUST INTERESTED IN WHAT YOU CAN THINK OF...

NOW, WHAT DO THE WORDS "PUBLIC TELEVISION" OR "EDUCATIONAL TELEVISION" MEAN TO YOU?...*PAUSE; unless volunteered also ask:* HOW DOES PUBLIC TELEVISION DIFFER FROM COMMERCIAL TELEVISION?

_____ -- --
_____ -- --
_____ -- --
-- --

SPEC..1 POSS..2 UNAWARE...3

11. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL__ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?...*PROBE:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ -- --
_____ -- --

12. PUBLIC TELEVISION STATIONS (LIKE CHANNEL__) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES...1
NO...2
DK....9

13. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?..*PROBE:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

_____

_____

_____

14. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *READ LIST, STARTING AT RED "X."*

RED "X"	*STATEMENT*	*STR'LY AGREE*	*AGREE SOMEWHAT*	*NOT AGREE AT ALL*	*DK*
__	A. I WISH THEY DIDN'T HAVE TO HAVE APPEALS ON TV FOR SUPPORT OF PUBLIC TELEVISION, BUT I TOLERATE THEM	1	2	3	9
__	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
__	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
__	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
__	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
__	F. I SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE I DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
__	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

15. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____

_____

_____

16. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE...2
DK.....9

17. NOW, THINKING OF ALL THE TV CHANNELS YOU WATCH, HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO WATCH ON TELEVISION THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR 2
NOT SATISFIED AT ALL 3
DK.....9

18. COULD YOU TELL ME WHY YOU FEEL THAT WAY?..*PROBE:* WHAT OTHER REASONS DO YOU HAVE FOR FEELING THIS WAY?

_____

_____

_____

19. NOW THINKING AGAIN OF PUBLIC TELEVISION, HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO WATCH ON PUBLIC TELEVISION THESE DAYS--WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR..2
NOT SATISFIED AT ALL...3
DK.....9

31. *ASK Q 19A*

19A COULD YOU TELL ME WHY YOU FEEL THAT WAY?..*PROBE*..WHAT OTHER REASONS DO YOU HAVE FOR FEELING THIS WAY?

_____

_____

_____

— —
— —
— —
— —

20. THERE ARE MANY DIFFERENT KINDS OF PROGRAMS AVAILABLE ON PUBLIC TELEVISION. SOME PEOPLE THINK THERE IS TOO MUCH OR TOO LITTLE OF CERTAIN KINDS OF PROGRAMS. WOULD YOU TELL ME, PLEASE, FOR EACH KIND, WHETHER YOU THINK PUBLIC TV HAS TOO MUCH PROGRAMMING OF THAT KIND, TOO LITTLE, OR JUST ABOUT ENOUGH. *READ LIST STARTING AT RED X.*

RED "X"	PROGRAM TYPE	TOO MUCH	TOO LITTLE	JUST ABOUT ENOUGH	DON'T KNOW
__	1. DRAMATIC PLAYS	1	2	3	9
__	2. SPORTS	1	2	3	9
__	3. NATIONAL & WORLD NEWS	1	2	3	9
__	4. LOCAL NEWS	1	2	3	9
__	5. DISCUSSION PROGRAMS ABOUT NEWS AND EVENTS	1	2	3	9
__	6. CHILDREN'S PROGRAMS	1	2	3	9
__	7. DOCUMENTARIES	1	2	3	9
__	8. CLASSICAL MUSIC AND OPERA	1	2	3	9
__	9. VARIETY SHOWS	1	2	3	9
__	10. SITUATION COMEDIES	1	2	3	9
__	11. CONTEMPORARY MUSIC	1	2	3	9
__	12. MOVIES	1	2	3	9
__	13. NATURE AND SCIENCE SHOWS	1	2	3	9
__	14. PROGRAMS OF SPECIAL INTEREST TO MINORITY GROUPS	1	2	3	9
__	15. PROGRAMS THAT GIVE ADVICE AND INFORMATION	1	2	3	9

21. IF YOU HAD YOUR CHOICE, WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO SEE MORE OF ON PUBLIC TELEVISION?

_____

_____

_____

_____

_____

— —
— —
— —
— —
— —

22. DO YOU KNOW IF THERE IS A NONCOMMERCIAL PUBLIC RADIO STATION IN YOUR AREA?

YES...1 -- *ASK Q.23*
NO....2 -- *SKIP TO Q.25*
DK....9 -- *SKIP TO Q.25*

23. DO YOU HAPPEN TO KNOW THE CALL LETTERS OR DIAL POSITION OF THAT STATION?

YES...1 _____ *(call letters or dial position)*
ASK, IF NECESSARY: WHAT ARE THEY?

NO....2
DK....9

24. DO YOU EVER LISTEN TO THE PUBLIC RADIO STATION?

YES.....1
NO.....2
DK.....9

25. (IS YOUR TELEVISION SET) (ARE ANY OF YOUR TELEVISION SETS) CONNECTED TO A CABLE TELEVISION SET?

YES.....1
NO.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION...HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME...DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

Grade sch....1 College grad.....5
1-3 yrs. HS..2 Coll. post grad..6
H.S. grad....3 Oth _____.7
Some coll....4 DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age categories.*

18-21...1 30-44...3 60+.....5
22-29...2 45-59...4 DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

_____ [__]

E. IN WHAT INDUSTRY DO YOU WORK?

_____

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES...( ) *(Skip to J)* NO...( ) *(Ask G)* DK...( ) *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

_____ [__]

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

_____ [__]

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

_____

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0.....1.....2.....3+.....DK/NA...9

K. DO YOU OWN OR RENT YOUR HOME?

Own....1 Rent....2 DK/NA....9

L. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

Yes....1 - *ASK N* No....( ) - *ASK M*
DK/NA..9 - *ASK N*

M. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

Moved.....2
Unlisted....3

N. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE...1 SPANISH...3 Oth _____5
BLACK...2 ORIENTAL..4 DK/NA.....9

O. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

Yes....1 No....2 DK/NA....9

P. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

Under $5,000.....1 $15,000-$19,900...4
$5,000-$9,900....2 $20,000 or over...5
$10,000-$14,900..3 DK/NA.....9

Q. SEX OF RESPONDENT

Male.....1 Female.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.

APPENDIX C

DEFINITIONS OF AWARENESS AND VIEWING

One of the purposes of this study was to explore possible definitions of awareness and viewing and to recommend those which might be adopted as standards in public television research. This appendix documents the rationale and procedures followed in questionnaire design, interviewing, and coding so that the resulting measures and definitions of awareness and viewing can be understood in proper context.

Pilot Study

Prior to commencement of the survey, a pilot study was conducted in three markets to test questionnaire wording and to determine the feasibility of employing one long interview as compared with fragmenting the interview into separate segments--one covering awareness and fund-raising and the other, programming. As a result of the pilot study, the questionnaire was modified slightly but was maintained in its full length as a single interview. In addition, tentative definitions of awareness and viewing were drafted. The final questionnaire design and data processing files for the major study were adapted to assure ability to capture the information demanded by the tentative definitions of awareness and viewing.

Awareness

There are at least two criteria on which to base measures of public television awareness, channel identification and definitional identification. It is possible to employ either criterion alone or both in combination.

Determination of awareness based on any criterion is simple if the respondent, on one hand, fails to respond to all questions or, on the other hand, spontaneously names the local PTV channel and identifies it as the station which is supported by public donations instead of commercials, which concentrates on informational programming, and which features Sesame Street and The Adams Chronicles. However, between the extremes is a vast gray area which must be dealt with, and in the process certain problems arise.

Channel Awareness. In determination of channel awareness, several problems may be identified.

1. In a national study, the researcher must identify the local PTV channel(s) available to all respondents; otherwise it is impossible to know whether the respondent is aware of what is, in fact, the PTV channel. This problem was handled as follows:

   The SRI computer program which produces the random-digit dial sample identifies the county in which each sample unit falls. For each county, its market was identified based upon Nielsen Designated Market Area. PTV channels within that DMA were determined and, for persons living near the border of a market, channels in adjacent DMA's. A computer program then assigned as many as three channel numbers to each telephone number in the sample. These channel numbers were listed on the card used by the interviewer in her dialing efforts. She could therefore recognize a station as PTV when named by the respondent, and she had channel numbers at her disposal to insert into questions when required by the questionnaire.

   This assignment of the population to television markets and the consequent production of a statistic indicating the proportion of the population to which PTV is potentially available is not intended to identify "true" reach of public television. People living in the market may be beyond the range of a weak signal. On the other hand, people convincingly reported reception of channels well outside their market area.

   The problem of reception is a complex one. Reception of a signal is a function of many variables, including the signal itself, the antenna, the television set, geographic contour and foliage around the house, and position of the set within the house. Various options are available for measurement of reception. A purely engineering study can be made, in which an engineering van moves into a street and takes a reading on reception of the signal. This, however, does not take into account such factors as the set available in the home or ability to tune to a UHF station, etc. Another option is to come into the home and take a photograph of the picture on the screen. These types of studies are expensive. The procedure followed here of predesignating a channel theoretically available in the market and asking questions on reception is a compromise.

2. A respondent may name a PTV channel not predesignated on the card.

   In such cases, the interviewer was instructed to probe whether the respondent knew the city from which the station broadcasts or whether the channel is received via cable. All such information was recorded to facilitate coding. Where a respondent insisted that he or she received an unlisted channel and could identify its origin or mode of reception, that explanation was accepted, and the respondent was considered channel-aware unaided.

3. Various other non-routine responses were anticipated and encountered, and coding conventions were adopted to cope with them.

   For example, a respondent was aware unaided if he or she identified spontaneously at least one listed PTV channel and no non-PTV channels. The respondent was also aware unaided if a listed channel plus one unlisted channel were named. If, however, in addition to the listed channel, more than one unlisted channel was named, the respondent was not considered aware unaided; the awareness level was coded instead as recognition, i.e., the respondent has "heard of" the channel. This coding convention eliminates from the unaided-aware group those who list a series of channels as PTV on the theory that public television is all television that is free to the public (perhaps in contrast to cable or pay cable television).

4. Because of the predesignation of as many as three PTV channels, the interview had the potential of becoming unwieldy if the interviewer named all listed channels in each question.

   To avoid this, the interviewer was instructed to select one channel to reference as early in the interview as a decision could be made. If the respondent named one channel unaided, that channel was referenced thereafter. If the respondent recognized one channel, or received one, or had better reception on one, etc., that channel was referenced. Lacking any other clue, the interviewer referenced a VHF channel in preference to a UHF.

   In 61 percent of the interviews, a VHF station was referenced. In 93 percent of those cases where both VHF and UHF stations were predesignated as available in the area, the VHF station was referenced.

Definitional Awareness. Another series of problems is encountered in determining definitional awareness.

1. The question requesting a definition of PTV ("What do the words 'public television' or 'educational television' mean to you?") included a reference to ETV, thereby suggesting the response, "educational." Since "educational" was a priori designated a specific definition, the coding of specific definitional awareness became less stringent than may be considered desirable.

   This was a risk taken knowingly. The pretest of the questionnaire, which preceded the pilot study, revealed that, in some areas, public television is closely identified with its educational TV origins or current sponsorship, and people who are quite familiar with the channel cannot identify it as "public television."

   In the present stage of development of public television, or more precisely, the differing stages of development in various markets, this problem is difficult to avoid. "Public television" has hardly entered the vocabulary in some areas, and it may be unfair to report unawareness when, in fact, educational television is a known medium.

2. Some respondents, in defining PTV, make a distinction between public television and educational television.

   Where this occurred, the response was considered to indicate "possible" definitional awareness.

3. Some respondents submit an "incorrect" definition (e.g., public television is free) along with an acceptable definition.

   By coding convention, the acceptable definition overrode the unacceptable one. A person was considered definitionally unaware only if he or she failed to cite any acceptable definition.

Combination of Criteria. As noted in the text of this report, each respondent's levels of channel awareness and definitional awareness were combined into five levels of awareness: complete awareness, definitional awareness, channel awareness, possible awareness, and unawareness. This merging of criteria was done by computer.

Recommended Definition. Measurement of awareness on two bases yields some interesting insights and probably should be pursued on a continuing basis to track levels over time.

However, as long as the need is felt to exist to include "educational television" in the question which elicits definitional awareness, that portion of the definition is open to question.

Consequently, for general purposes it is recommended that awareness be defined on a channel basis primarily. It is important, though, that unaided awareness be distinguished from recognition. A survey that starts with the question, "Have you ever heard of Channel ___," and thereby defines awareness is probably grossly overstating the level.

It is therefore recommended that, as a minimum, public television awareness be determined through a series of three questions:

- Is there a public television or educational television station in your area?

  -- If yes: What channel is that?

  -- If no (or if channel is incorrectly identified): Have you ever heard of Channel ___?

Viewing

At various points in this report, allusion has been made to the possibility that respondents tend to overstate their public television viewing, (a) because they have sensed the interviewer's interest in PTV and wish to be agreeable and (b) because PTV viewing exudes an aura of prestige. The questionnaire was constructed with the intention of deflating this overstatement through a series of questions on viewing:

- Have you ever watched any programs on Channel __, the public television station?

- Thinking about a typical seven-day week, including Saturday and Sunday, about how much time do you spend watching public television ... Would you say that in a typical week you don't watch at all, you watch less than an hour per week, about an hour per week, 2 or 3 hours per week, or more than 3 hours per week?

- Thinking about last week, including Saturday and Sunday, about how much time did you spend watching public television ... Would you say that you didn't watch at all, you watched less than an hour, about an hour, 2 or 3 hours, or more than 3 hours?

- Can you tell me, please, what programs you watched on public television last week? 38.

There was a definite rationale behind the sequencing and wording of these questions that should be documented.

1. Ever viewing. This is the major filter question that identifies the never viewer who can thereafter be spared the other questions in the series.

   Those who become identified as ever viewers represent the maximum identifiable number of PTV viewers. They exclude some people who are, in fact, PTV ever viewers but who define "ever," not as referring to all the days of their life, but to some period known only to them. They also exclude people who have ever viewed PTV on some other channel in some other locality. For practical purposes, however, this is the most inclusive definition, certainly more likely to include people who should be excluded than to exclude people who should be included.

   When gross comparisons are desired between people who ever view or never view PTV, this definition may serve the purpose. As the measure of level of viewing, it can probably be dismissed as inadequate.

2. Typical week viewing. This question, as well as the question on past-week viewing, is worded carefully to (a) define a week as specifically including the weekend, (b) include explicitly the possibility of no viewing at all, and (c) provide a realistic choice of viewing hours so that the respondent is not encouraged to inflate his answer simply because an honest "one hour" sounds so inadequate in contrast to, perhaps, 20 hours per week, which would be a realistic answer category for commercial television.

   Despite care in wording, "typical week" tends to be a nebulous concept with different meanings for different people. The question is therefore not included because of the information it might yield; it is employed as a defuser of the inflation effect referenced earlier. A person who has indicated that he watches PTV and that he watches in a typical week can be more objective in his response on past-week viewing than is the case where the interview immediately asks the question of real interest, namely past-week viewing.

3. Past-week viewing. The deflating effect of the typical-week/past-week sequence is indicated by the fact that 34 percent of people who reported a specific amount of time spent viewing PTV in a typical week reported no PTV viewing last week. Clearly, some of these may, in fact, "typically" view PTV and not have been able to view in the preceding week; however, it may be concluded that some proportion of people inflated their response to the first question and were more accurate in response to the second.

4. Identification of programs viewed. One standard definition of PTV viewing has involved past-week viewing in addition to identification of a PTV program viewed last week. This represents the narrowest of definitions, eliminating all but those who can recall a bona fide PTV program aired in the week preceding the interview, and recall it either by name or in sufficient detail to permit identification.

   There are some problems with this definition. If the definition is to be applied in its most precise, stringent form, it is necessary to have information about available programming, both titles and dates, as well as a description of content for those instances where the respondent provides a summary of content rather than a precise title. The coders must be very familiar with PTV programming, but even if they are, mistakes in judgment will be made. How does one determine whether a PTV program was viewed last week if the respondent names, for example, Masterpiece Theater, without further specifying the series? Also, strictly speaking, the date of the interview should be compared with the date the program was shown in the market.

   This kind of coding effort is practically impossible to achieve in a national study. In this study, an effort was made to identify programs as PTV or non-PTV, but not to determine whether a specific program was shown in a market within a designated time span. Generic program types, such as "music" or "news," were not considered adequate identification although, in fact, the respondent may have viewed a news or music program on PTV last week.

   Because of the problems inherent in application of this definition, it probably understates the incidence of past-week viewing. Probably the "true" level of past-week viewing lies somewhere between past-week viewers as a whole and past-week viewers who can identify a program.

Recommended Definition. Through application of the various definitions of PTV viewing explored in this study, it was possible to identify various levels of commitment to PTV: the never viewers, the seldom viewers who view ever but not in a typical week or last week, the intermittent viewers who report

viewing in a typical week but not last week, the past-week viewers who cannot identify a program viewed in that period, and the committed viewers who can name a program viewed last week. Like the various levels of awareness, these levels of viewing should be interesting to track over time.

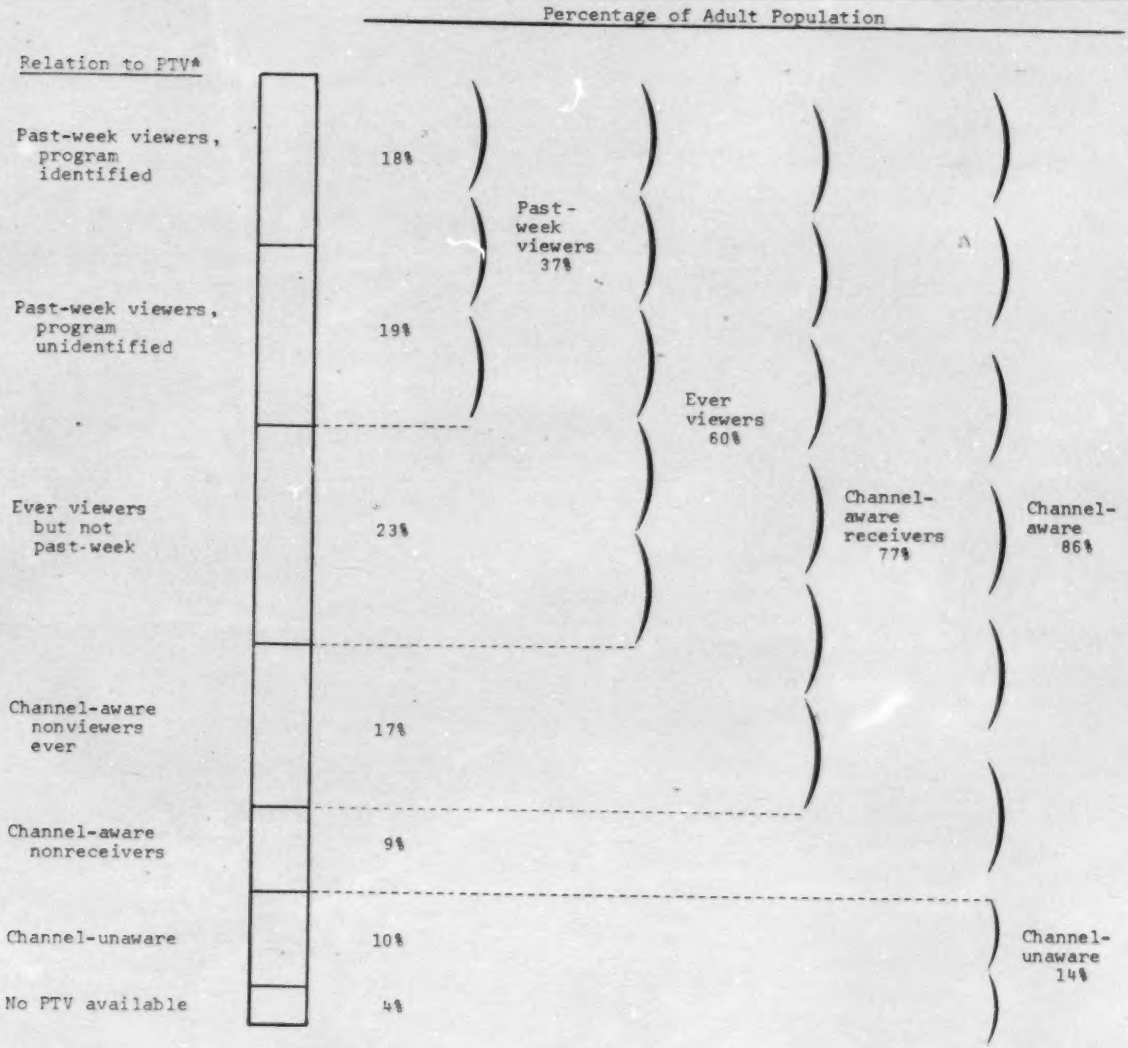
However, it is recommended that, at a minimum in measuring viewing, three levels are determined -- ever viewers, past-week viewers who cannot identify a program viewed, and past-week viewers who can identify a program viewed. The definition to be employed in any specific analysis of results would then depend on the purpose of the analysis and on the size of sample for each subgroup. It should be recognized that ever viewing and past-week viewing without program identification probably overstate the viewing they are intended to represent, and past-week viewing with program identification is probably an understatement.

It is strongly recommended that these definitions be applied through a sequence of four questions as described herein -- ever viewing, typical week, past week, program names. As was indicated on the subject of awareness, any attempt to measure viewing through application of a single question is likely to grossly overstate the level. Unfortunately, it is impossible at this point to recommend any single, quick question which can be employed with confidence to ascertain the level of awareness or viewing of public television.

Relationship of the Population to PTV

Applying the procedures and definitions reported here, the adult telephone/television population may be segmented on the basis of its relationship to public television as shown on the chart which follows, as of February 1976.

Public Television Reception, Awareness, and Viewing



Base: 1083

*See text for an explanation of categories.